

LEAD Program Mission Statement

The mission of the LEAD Program is to make available high quality, effective and educationally sound training on alcohol responsibility and the law to all California retail licensees, applicants, and their employees. The Department of Alcoholic Beverage Control expects and encourages licensees to act responsibly relative to their ABC license privileges. The LEAD Program provides practical information on how to sell and serve alcohol safely, responsibly and legally, and prevent illicit drug activity.

Program Agenda

Community Relations

Role of the Licensed Establishment
Role of State/Local Law Enforcement

Alcohol Facts

Drink Equivalencies
Alcohol's Path Through the Body
Blood Alcohol Concentration
Alcohol's Effects on the Body
Factors Affecting Intoxication



Laws and Liability

Introduction
Types of Liability
Insurance
Reducing Risk of Liability: Responsible Business Practices
Pertinent Laws

Intoxication

Identifying Problem Drinkers
Signs of Intoxication
Service to an Obviously Intoxicated Person
The Traffic Light Rating System
Stopping Alcohol Service
Driving Under the Influence

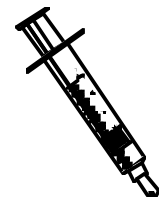
Checking Identification

I.D. Basics
The F-L-A-G System for Checking I.D.
Good I.D. Policies
Identifying Minors and How They May Fool You



Illicit Drugs

The Law and Illicit Drugs
Drug Recognition
Drug Paraphernalia
Identifying Drug-Impaired Customers
Signs of Illicit Drug Activity
Preventing Illicit Drug Activity



For more information, call or write:
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